

National Infant Immunization Week Sample Check List and Timeline

TASK	DATE		PLANNING COMMITTEE
	TARGET	COMPLETED	AGENCY / MEMBER RESPONSIBLE
Overall coordination of event			
Recruit and convene planning committee	November		
Host planning committee meetings (monthly and as needed)	Nov-April		
Participate in conference calls with planning committee (monthly and as needed)	Nov-April		
Identify key immunization issues	November		
Determine program/event(s) focus and emphasis: <ul style="list-style-type: none"> • Define event(s) purpose • Identify audiences for event(s)-(physicians, parents, daycare center staff, nurses, business community, clergy, health care associations, elected officials, etc.) • Identify event(s) format (grand rounds, children's activities, etc.) • Identify key immunization messages for event(s) 	November		
Advise on site/location (if outdoors, an alternate bad weather site)	November		
Select event date and event sites (Check on conflicts with other events)	November		
Confirm event dates and sites	Nov-Dec		
Develop program/event(s) agenda (include presentation time, topic, presenter and credentials)	December		
Identify VIP activities	December		
Invite speakers and moderator (NIP/CDC/HHS, PAHO, USMBHC, state and local representatives)	January		
Invite dignitaries (NIP/CDC/HHS, PAHO, USMBHC, state and local representatives)	January		
Invite VIPs/special guests (Governor, Mayor, Senators, Congressmen, city officials, etc.)	January		
Invite celebrities	January		
Compile local presenter and VIP/special guest's bios	February		
Recruit volunteers	January		
Design and print invitations	February		
Develop invitation list (local government officials, legislators, community leaders, health officials, parents, providers, and others.)	January		
Mail invitations	March		
Compile RSVPs	March-April		
Suggestions for VIP/special guests transportation and hotel	March		
Secure VIP/special guests transportation and hotel	March		

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Logistical support: <ul style="list-style-type: none"> Secure appropriate permits, if needed Site visit to event venues Event site logistics <ul style="list-style-type: none"> Room set-up (chairs, tables, podium, etc.) Security (if needed) Restrooms Handicapped accessible Parking Media interview area (one-on-one) Audio visual needs (microphones/speakers, LCD projector and screen, laptop computer, etc) Easels Muti box for media (press events) and Electrical outlets Provide address and directions to event venues 	January-March		
Design and print: <ul style="list-style-type: none"> Programs Banners Nametags Posters Directional signs Podium signs Recognition awards 	January-March		
Provide local speakers with suggested remarks/talking points/messages (as appropriate)	March		
Provide VIP/special guest speakers with suggested remarks/talking points/messages (as appropriate)	March		
Media Relations <ul style="list-style-type: none"> Develop media plan (op-ed, editorial board meetings, interviews, etc.) Develop and Distribute media advisory Develop and Distribute news releases Develop and produce media kit Develop media list Do media mailing and call outs-Put event(s) on wire day books Schedule media interviews On-site media relations 	Feb April April March/April Feb/March April April April		
Thank you letters	April/May		
Evaluation	On going		